

This listing of claims will replace all prior versions, and listings, of claims in the application:

The Status of the Claims

1. (Currently Amended) A method to monitor ~~exposure to selected~~ presentation of video-on-demand (VOD) content, the method comprising:

determining server metering data ~~corresponding to~~ using a server metering device in communication with a VOD server, the VOD server configured to provide ~~a plurality of the~~ VOD content specifically to a first subscriber site in a plurality of subscribers subscriber sites;

determining subscriber metering data corresponding to media content ~~provided to a~~ presented at the first subscriber site using a site metering device; and

electronically combining the subscriber metering data and the server metering data to monitor the selected VOD content provided specifically to the first subscriber site, the subscriber metering data indicating whether the VOD content was selected for presentation at the first subscriber site, and the server metering data identifying the VOD content provided by the VOD server specifically to the first subscriber site and also identifying the first subscriber site.
- 2.-3. (Cancelled)
4. (Original) A method as defined in claim 1 wherein the server metering data comprises VOD content metadata.

5. (Original) A method as defined in claim 1 wherein the server metering data comprises VOD content identification information.
6. (Cancelled)
7. (Currently Amended) A method as defined in claim 1 wherein the server metering data comprises ~~subscriber identification information~~ a set-top box identifier associated with the first subscriber site.
8. (Cancelled)
9. (Original) A method as defined in claim 1 wherein the server metering data comprises VOD server information.
10. (Currently Amended) A method as defined in claim 9 wherein the VOD server information describes a status of a VOD session initiated between the VOD server and the first subscriber site.

11. (Original) A method as described in claim 10 wherein the status of the VOD session corresponds to at least one of beginning the VOD session, ending the VOD session, providing informational status, starting a VOD stream during the VOD session, stopping a VOD stream during the VOD session, performing a navigation operation during the VOD session or performing a trickmode during the VOD session.

12.-15. (Cancelled)

16. (Original) A method as defined in claim 1 wherein the subscriber metering data comprises VOD activity information.

17. (Currently Amended) A method as defined in claim 16 wherein the VOD activity information comprises a VOD virtual channel selected to receive the ~~selected~~ VOD content.

18. (Original) A method as defined in claim 1 wherein the subscriber metering data comprises VOD content identification information.

19. (Cancelled)

20. (Original) A method as defined in claim 1 wherein the subscriber metering data comprises VOD content metadata.

21. (Currently Amended) A method as defined in claim 1 wherein the subscriber metering data comprises at least one of a public or private content identifier included in a data bit stream used to carry the ~~selected~~ VOD content.

22. (Original) A method as defined in claim 21 wherein the at least one of the public or private content identifier corresponds to at least one of an MPEG-2 data field or an AC3 data field.

23. (Original) A method as defined in claim 1 wherein the subscriber metering data comprises viewing information.

24. (Original) A method as defined in claim 23 wherein the viewing information comprises at least one of content codes or content signatures.

25. (Original) A method as defined in claim 23 wherein the viewing information comprises an indicator corresponding to whether a subscriber viewing device is turned ON.

26. (Currently Amended) A method as defined in claim 23 wherein the viewing information corresponds to operating states associated with presenting the ~~selected~~ VOD content.

27. (Original) A method as defined in claim 26 wherein the operating states comprise at least one of a play state, a resume state, a mute state, a pause state, a rewind state or a fast-forward state.

28. (Original) A method as defined in claim 1 wherein the subscriber metering data comprises subscriber identification information.

29. (Original) A method as defined in claim 28 wherein the subscriber identification information comprises at least one of a set-top box identifier, a VOD content order request or VOD billing information.

30. (Cancelled)

31. (Original) A method as defined in claim 1 wherein the subscriber metering data is stored in at least one viewing record.

32. (Original) A method as defined in claim 31 wherein the viewing record comprises at least one of a home unit identifier or a set-top box identifier.

33. (Original) A method as defined in claim 31 wherein the subscriber metering data is timestamped.

34.-36. (Cancelled)

37. (Original) A method as defined in claim 1 wherein combining the subscriber metering data and the server metering data comprises augmenting the subscriber metering data with at least selected portions of the server metering data.

38. (Original) A method as defined in claim 1 wherein combining the subscriber metering data and the server metering data comprises projecting the server metering data onto the subscriber metering data based on statistical characteristics common to the subscriber metering data and the server metering data.

39. (Original) A method as defined in claim 1 wherein combining the subscriber metering data and the server metering data comprises projecting a plurality of subscriber metering data onto the server metering data based on statistical characteristics common to the plurality of subscriber metering data and the server metering data.

40.-41. (Cancelled)

42. (Original) A method as defined in claim 1 wherein combining the subscriber metering data and the server metering data comprises verifying the subscriber metering data based on the server metering data.

43.-59. (Cancelled)

60. (Currently Amended) An article of manufacture storing machine readable instructions that, when executed, cause a machine to:

determine server metering data corresponding to a video-on-demand (VOD) server configured to provide ~~a plurality of~~ VOD content specifically to a first subscriber site in a plurality of subscribers subscriber sites;

determine subscriber metering data corresponding to media content ~~provided to a~~ presented at the first subscriber site; and

combine the subscriber metering data and the server metering data to monitor the ~~selected~~ VOD content provided specifically to the first subscriber site, the subscriber metering data indicating whether VOD content was selected for presentation at the first subscriber site but not identifying the VOD content, and the server metering data identifying the VOD content provided by the VOD server specifically to the first subscriber site and also identifying the first subscriber site.

61. (Original) An article of manufacture as defined in claim 60 wherein the server metering data comprises at least one of VOD content metadata, VOD content identification information, subscriber identification information or VOD server information.

62. (Cancelled)

63. (Original) An article of manufacture as defined in claim 60 wherein the subscriber metering data comprises at least one of VOD activity information, VOD content identification information, VOD content metadata, viewing information, subscriber identification information or audience demographics.

64. (Cancelled)

65. (Original) An article of manufacture as defined in claim 60 wherein the machine readable instructions, when executed, cause the machine to combine the subscriber metering data and the server metering data by at least one of augmenting or verifying the subscriber metering data with at least selected portions of the server metering data.

66. -71. (Cancelled)

72. (Currently Amended) A system to monitor ~~exposure to selected~~ presentation of video-on-demand (VOD) content, the system comprising:

a metering server interface to determine server metering data corresponding to a VOD server configured to provide ~~the a plurality of~~ VOD content specifically to a first subscriber site ~~in a plurality of subscribers~~ subscriber sites;

a metering home interface ~~configured~~ to determine subscriber metering data corresponding to media content ~~provided to a~~ presented at the first subscriber site; and

a central facility ~~configured~~ to combine the subscriber metering data and the server metering data by replacing first metering data included in the subscriber metering data with second metering data included in the server metering data to monitor the ~~selected~~ VOD content provided specifically to the first subscriber site, the first metering data included in the subscriber metering data indicating that VOD content was selected for presentation at the first subscriber site but not identifying the VOD content, and the second metering data included in the server metering data identifying the VOD content provided by the VOD server specifically to the first subscriber site and also identifying the first subscriber site.

73. (Cancelled)

74. (Currently Amended) A system as defined in claim 72 wherein the server metering data further comprises at least one of VOD content metadata, ~~VOD content identification information, subscriber identification information~~ or VOD server information.

75. (Cancelled)

76. (Currently Amended) A system as defined in claim 72 wherein the subscriber metering data comprises at least one of VOD activity information, ~~VOD content identification information, VOD content metadata,~~ viewing information, subscriber identification information or audience demographics.

77. (Cancelled)

78. (Currently Amended) A system as defined in claim 72 wherein the metering server interface comprises a back-channel monitor to monitor back-channel information received by a VOD service provider from the first subscriber site.

79. (Cancelled)

80. (Currently Amended) A system as defined in claim 72 wherein the metering server interface comprises a VOD server information generator ~~configured~~ to generate VOD server information to describe a status of a VOD session initiated between the VOD server and the first subscriber site.

81. (Original) A system as defined in claim 80 wherein the status of the VOD session corresponds to at least one of beginning the VOD session, ending the VOD session, providing informational status, starting a VOD stream during the VOD session, stopping a VOD stream during the VOD session, performing a navigation operation during the VOD session or performing a trickmode during the VOD session.

82. (Currently Amended) A system as defined in claim 72 wherein the metering home interface comprises a set-top box monitoring interface to monitor operation of a set-top box configured to receive the media content provided to the first subscriber site.

83.-94. (Cancelled)

95. (Currently Amended) A system as defined in claim 72 wherein the metering home interface comprises an on-screen display reader to process a display of a presentation device located at the first subscriber site.

96.-101. (Cancelled)

102. (Currently Amended) A system as defined in claim 72 wherein the metering home interface comprises a sniffer device to monitor at least one of back-channel communications or broadcast channel communications between a VOD service provider and the first subscriber site.

103.-106. (Cancelled)

107. (Currently Amended) A system as defined in claim 72 further comprising a metadata tagger unit to include VOD content metadata in the ~~selected~~ VOD content.

108. (Currently Amended) A system as defined in claim 107 wherein the metering server interface comprises a metadata tag collector ~~configured~~ to collect metadata from ~~at least one of the plurality of~~ VOD content.

109. (Currently Amended) A system as defined in claim 107 wherein the metering home interface comprises a metadata tag extractor ~~configured~~ to extract metadata from the ~~selected~~ VOD content.

110. (Currently Amended) A system as defined in claim 72 wherein the central facility is ~~configured~~ to select at least a portion of the server metering data based on the subscriber metering data.

111. (Currently Amended) A system as defined in claim 110 wherein the central facility is ~~configured~~ to select the portion of the server metering data based on a set-top box identifier included in the subscriber metering data.

112. (Currently Amended) A system as defined in claim 111 wherein the central facility is ~~configured to at least one of augment or~~ verify the subscriber metering data with the portion of the server metering data.